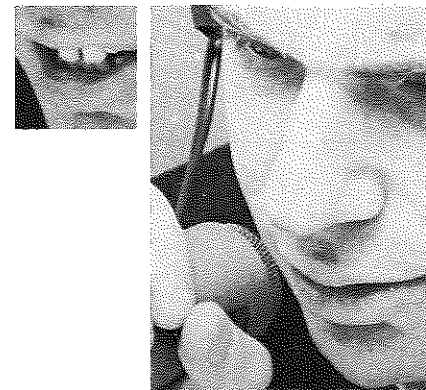
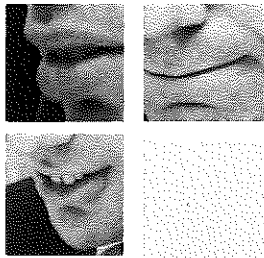




DAN INGRAM



DAN INGRAM

Dan Ingram's personality profile writes itself from the comments of the nation's broadcast critics.

Richard K. Doan, Radio-TV Editor of the New York Herald Tribune says: "WABC is especially popular in the afternoon . . . and by far the most popular afternoon deejay in town is 770's Dan Ingram, who has held down the 2-to-6 shift for about five years. He is one of the station's foremost exponents on the art of pop programming."

"Big Dan" is one of the reasons WABC has more unduplicated radio homes than any other station in North America.

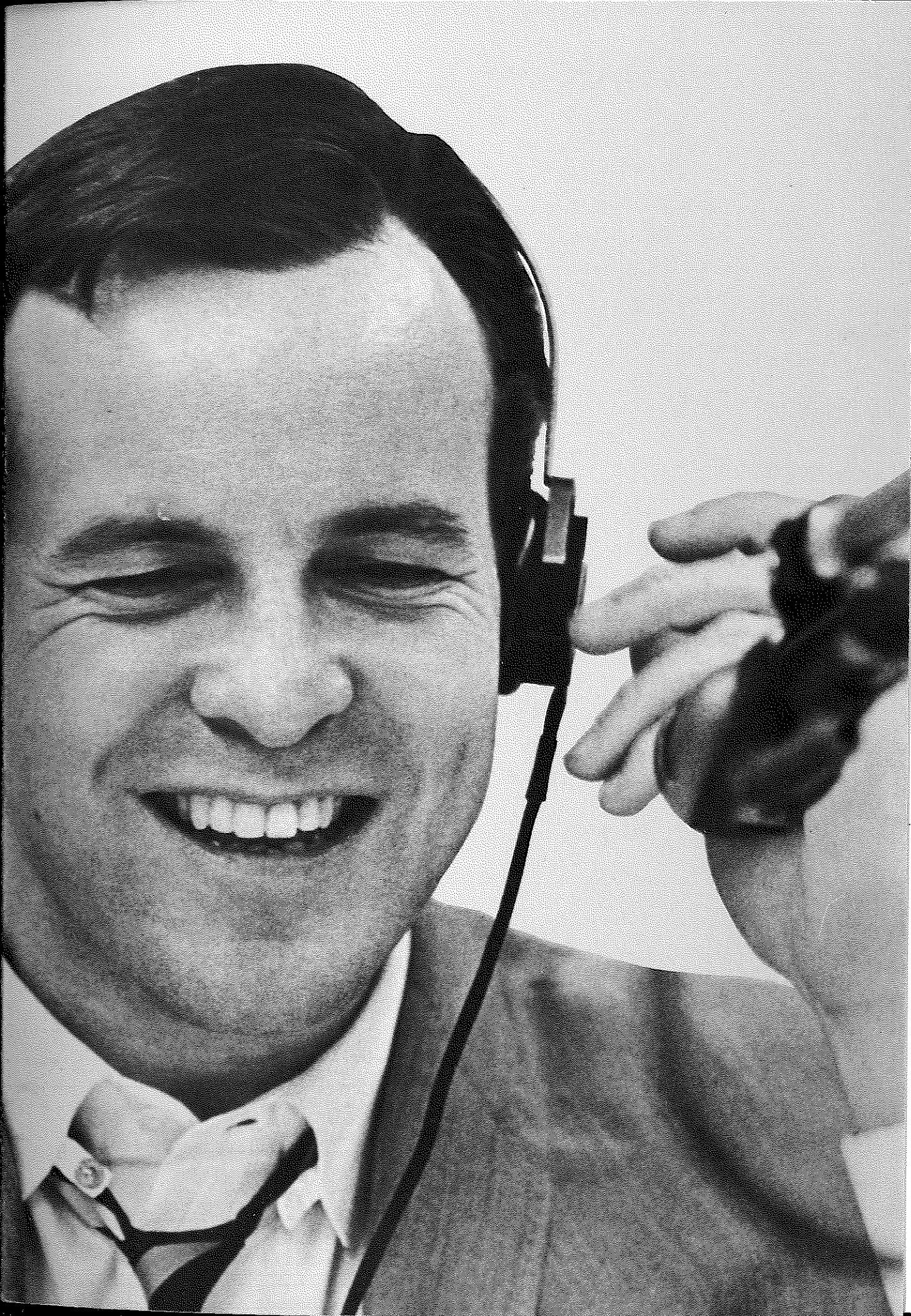
Glib wit, lightning-fast adlibs, aggressive approach, are word descriptions of Dan's work on the air—but the important element in any Dan Ingram show is his conscientious study of what most people like to hear.

Dan's popularity is no accident—he's constantly on top of the times, hip, up-to-date in his comments, and he knows what people are talking about.

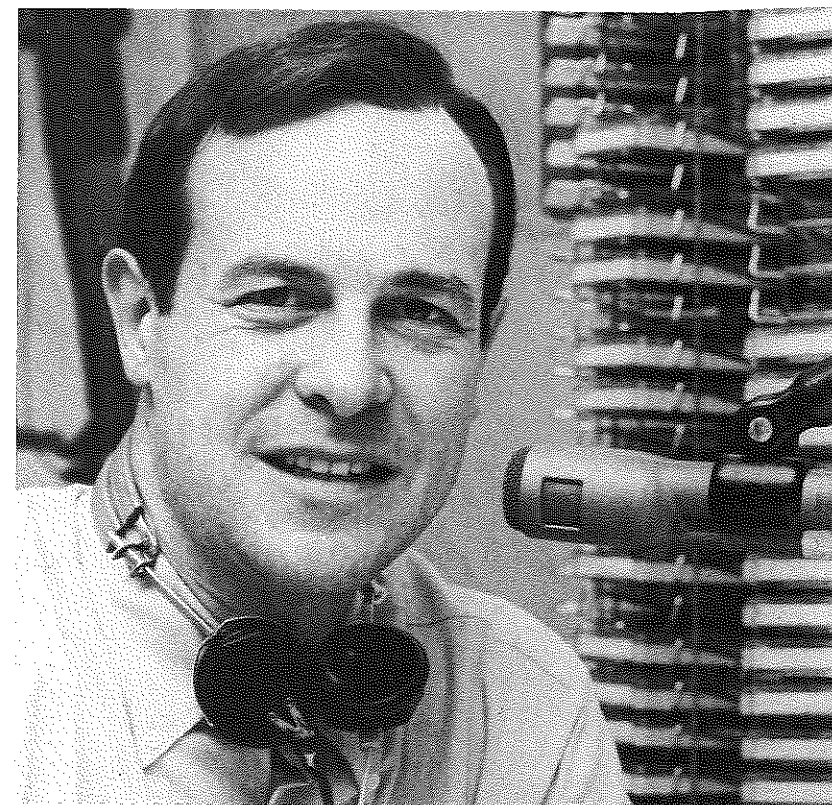
On-the-air contests, promotions, or just plain head-on salesmanship—Ingram's a WABC winner.

wabc
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BRUCE MORROW



BRUCE MORROW



How can you tell when a personality has hit the "Big Time"? He is emulated in a national comic strip? He's written about in the New York Times by James Michener? His picture is in *Seventeen*? You read about him in *Reader's Digest*? He draws crowds that require a police cordon? He's featured in network television documentaries? If these things are gauges, then WABC's Bruce Morrow has made it—and big. Cousin Brucie is the hottest deejay on the current scene.

His share of audience beats *all* the competition *all* the time. There is no New York nighttime personality who can touch him. If these statements seem a little strong, you have only to ask your nearest WABC or Blair representative to show you the figures. It's not unusual to see him playing to 50,000 or even 100,000 fans during his summer-time personal appearance tours. Nor is it extraordinary to see his personal mail run into the tens of thousands during an especially swingin' week.

But the best thing about "Cousin Brucie" is his dedication to his audience and his advertisers. His listeners *believe* in him—and he believes in his advertisers. A very commercial combination, indeed.

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